HOW NUMBER OF PERSONS IN HOUSEHOLD AFFECTS PURCHASES

PURCHASES PER 100 SHOPPERS

PRODUCT	ALL SHOPPERS	ONE	TWO	THREE	FOUR	FIVE	SIX	SEVEN	EIGHT OR MORE
CANDY & GUM, TOTAL	17 99	11 55	15 26	18 01	20 40	25 26	22 91	25 58	16 67
CANDY, TOTAL	14 93	9 47	12 96	14 36	16 93	20 41	21 23	22 09	12 50
CHOCOLATE CANDY, TOTAL	5 84	3 00	4 52	6 55	6 53	8 42	8 94	5 81	8 33
candy, bagged or boxed	2 45	1 62	2 13	2 39	3 33	2 81	2 23	2 33	2 78
candy bars	3 40	1 39	2 39	4 16	3 20	5 61	6 70	3 49	5 56
NON-CHOCOLATE CANDY, TOTAL	5 87	4 62	5 54	5 16	7 07	7 65	6 70	6 98	1 39
breathmints	0 28		0 17	0 25	0 67	0 26	0 56		
marshmallows	1 96	1 39	2 22	1 26	2 27	3 32	1 12	1 16	1 39
OTHER NON-CHOCOLATE CANDY, TOTAL	3 63	3 23	3 15	3 65	4 13	4 08	5 03	5 81	
GUM, TOTAL	3 06	2 08	2 30	3 65	3 47	4 85	1 68	3 49	4 17
bubble gum	0 23		0 09		0 27	1 02		1 16	1 39
regular gum	2 06	1 85	1 62	2 77	1 87	3 06	1 68		2 78
sugarless gum	0 77	0 23	0 60	0 88	1 33	0 77		2 33	

BUYING PREFERENCES BY FAMILY INCOME

PURCHASES PER 100 SHOPPERS

PRODUCT	ALL SHOPPERS	LESS THAN $4000	$4000-6999	$7000-9999	$10,000-14,999	$15,000-24,999	$25,000 AND OVER
CANDY & GUM, TOTAL	17 99	15 86	15 03	16 85	16 17	21 09	18 92
CANDY, TOTAL	14 93	12 62	12 85	13 17	13 21	17 57	16 95
CHOCOLATE CANDY, TOTAL	5 84	2 91	5 88	4 75	6 26	7 03	6 14
candy, bagged or boxed	2 45	1 62	2 83	1 73	2 85	2 27	3 19
candy bars	3 40	1 29	3 05	3 02	3 42	4 76	2 95
NON-CHOCOLATE CANDY, TOTAL	5 87	5 50	4 36	6 05	4 67	6 80	8 11
breathmints	0 28			0 65	0 34	0 11	0 74
marshmallows	1 96	1 94	2 18	1 51	1 71	2 04	2 46
OTHER NON-CHOCOLATE CANDY, TOTAL	3 63	3 56	2 18	3 89	2 62	4 65	4 91
GUM, TOTAL	3 06	3 24	2 18	3 67	2 96	3 51	1 97
bubble gum	0 23	0 32	0 22	0 22	0 34		
regular gum	2 06	2 27	1 31	2 81	1 82	2 27	1 23
sugarless gum	0 77	0 65	0 65	0 65	0 80	1 25	0 74

COMPOSITION OF SHOPPING GROUP

PRODUCT	ALL SHOPPERS	WOMAN ALONE	MAN/EN ONLY	WOMAN/ WOMEN AND MAN/EN	WOMEN, TWO OR MORE	WOMAN/ WOMEN AND 1+ CHILD	WOMAN/ WOMEN MAN/EN AND 1+ CHILD	MAN/EN AND 1+ CHILD
CANDY & GUM, TOTAL	17 99	17 07	11 02	18 09	17 77	26 94	22 08	13 33
CANDY, TOTAL	14 93	14 60	9 75	15 46	15 74	19 69	18 18	10 00
CHOCOLATE CANDY, TOTAL	5 84	5 44	4 24	6 58	6 60	7 43	9 09	10 00
candy, bagged or boxed	2 45	2 65	1 69	1 97	1 52	2 76	2 60	3 33
candy bars	3 40	2 79	2 54	4 61	5 08	4 66	6 49	6 67
NON-CHOCOLATE CANDY, TOTAL	5 87	5 80	4 03	5 59	5 58	8 64	2 60	
breathmints	0 28	0 18				1 21		
marshmallows	1 96	1 80	1 27	2 96	1 52	3 11		
OTHER NON-CHOCOLATE CANDY, TOTAL	3 63	3 82	2 75	2 63	4 06	4 32	2 60	
GUM, TOTAL	3 06	2 47	1 27	2 63	2 03	7 25	3 90	3 33
bubble gum	0 23	0 18				0 86		
regular gum	2 06	1 53	1 06	2 30	2 03	4 84	1 30	3 33
sugarless gum	0 77	0 76	0 21	0 33		1 55	2 60	

FREQUENCY OF SHOPPING IN SUPERMARKET

PURCHASES PER 100 SHOPPERS

TIMES-PER-WEEK

PRODUCT	ALL SHOPPERS	LESS THAN ONE	ONE	TWO	THREE	FOUR	FIVE	SIX OR MORE
CANDY & GUM, TOTAL	17 99	24 12	20 59	17 78	16 15	17 86	6 06	14 01
CANDY, TOTAL	14 93	21 11	16 19	15 26	13 70	13 96	5 30	12 56
CHOCOLATE CANDY, TOTAL	5 84	8 04	7 01	5 38	4 65	6 17	1 52	6 76
candy, bagged or boxed	2 45	3 02	2 70	2 43	1 94	3 57	0 76	1 93
candy bars	3 40	5 03	4 32	2 95	2 71	2 60	0 76	4 83
NON-CHOCOLATE CANDY, TOTAL	5 87	8 04	5 85	6 50	5 81	6 17	0 76	3 38
breathmints	0 28		0 36	0 35	0 26	0 32		
marshmallows	1 96	3 52	2 25	1 91	1 94	1 95		0 48
OTHER NON-CHOCOLATE CANDY, TOTAL	3 63	4 52	3 24	4 25	3 62	3 90	0 76	2 90
GUM, TOTAL	3 06	3 02	4 41	2 52	2 45	3 90	0 76	1 45
bubble gum	0 23		0 36	0 35	0 13			
regular gum	2 06	2 51	2 88	1 56	1 81	2 92	0 76	0 48
sugarless gum	0 77	0 50	1 17	0 61	0 52	0 97		0 97

is bought, which is then figured as Purchases Per Hundred Shoppers.

For example, if six shoppers out of 100 purchase a particular item, that item's incidence of purchase is six. Or, if 200 shoppers pass through a store before one purchase of a particular item is bought, that item's incidence of purchase is .50.

Thus, when the use of advertising, display, etc., effects a rise in the incidence of purchase of an item, it is a direct indication of how sales may increase through promotion.

Beware, though, that "incidence of purchase" does not reflect volume of sales. The figure is merely a record of purchase incident, not of the quantity of items purchased. If a shopper bought three loose candy bars in one shopping trip, it would be recorded as one sale.

The incidence of purchase is particularly useful in tracking the effect of advertising and promotion on items and categories. The POP-AI/DuPont study, for instance, clearly showed that the incidence of purchase rises when candy items are promoted in advertisements and/or in in-store displays.

This is a particularly interesting result which could encourage manufacturers and retailers to feature candy more often in newspaper ads and store circulars.

The study showed that 96.6 per cent of all shoppers who bought candy, bought candy that was not advertised in newspaper ads or store circulars. Yet, one shouldn't conclude from that figure that shoppers pay little attention to candy promotion. On the contrary, according to data in the study the figure is more indicative of the availability of candy advertising in newspapers and store circulars than in shoppers' interest in advertised candy.

Indeed, the data shows that the incidence of purchase of shoppers as a whole is higher for those shoppers who checked newspaper ads before shopping. Also, the incidence of purchase for those shoppers who bought candy was higher on candy items that were advertised than for items that were not. The same holds true for candy that was promoted in-store with identified displays.

The obvious message here is that impulse purchases continue to account for by far the majority of candy and gum sales. In-store displays directly influence (raise) the rate of those purchases. And when in-store displays are supplemented with advertising, purchases increase even more.

The research interviews and data compilations for the study were handled by Ide Associates, Inc., Philadelphia. ■

BUYING PREFERENCES BY AGE

	PURCHASES PER 100 SHOPPERS						
PRODUCT	ALL SHOPPERS	UNDER 20	20-29	30-39	40-49	50-59	60 OR OVER
CANDY AND GUM, TOTAL	17.99	14.81	18.62	23.63	17.95	17.61	13.48
CANDY, TOTAL	14.93	11.11	14.56	19.12	15.20	14.98	11.79
CHOCOLATE CANDY, TOTAL	5.84	4.94	6.91	6.94	6.08	6.66	3.49
candy, bagged or boxed	2.45	2.47	3.15	2.56	2.75	2.50	1.68
candy bars	3.40	2.47	3.75	4.38	3.33	4.16	1.81
NON-CHOCOLATE CANDY, TOTAL	5.87	6.17	4.95	7.80	5.64	5.27	5.54
breathmints	0.28		0.60	0.49	0.14	0.28	
marshmallows	1.96		1.65	2.92	1.45	1.80	2.05
OTHER NON-CHOCOLATE CANDY, TOTAL	3.63	6.17	2.70	4.38	4.05	3.19	3.49
GUM, TOTAL	3.06	3.70	4.05	4.51	2.75	2.64	1.68
bubble gum	0.23		0.15	0.24	—	0.14	0.12
regular gum	2.06	3.70	2.25	3.29	1.45	2.08	1.20
sugarless gum	0.77		1.65	0.97	0.72	0.42	0.36

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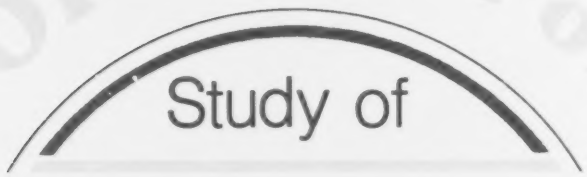

CONSUMER BUYING HABITS

The POPAI/DuPont Consumer Buying Habits Study is the successor to the previously conducted DuPont Studies - which were published in five-year intervals from 1935 to 1965. Although there have been shifts in consumer purchasing patterns since the last study, the bottom line remains virtually unchanged - that is - nearly 2/3's of every dollar spent in the supermarket today results from some decision made in the store. In other words, customers are still largely influenced by what they see in the store - and how they view what they see.

The intent of the Study was to determine what percentage of total purchases was planned before the shopper entered the store, and what percentage was influenced by something that happened after entering the store. 53,000 purchases made by 4,000 shoppers at 200 supermarkets were recorded.

The Study was financed by The Point-of-Purchase Advertising Institute and some 50 companies, leaders in marketing their products through the supermarket. These sponsors are receiving general information (such as found in this report) and special proprietary information about their brands and competing brands - data which will never be published. Additionally, sponsors can order special in-depth reports, such as: correlations of various product groups (eg: snack food vs. beverage purchases); interbrand relationships; total purchases for their customers vs. non-customers; purchases by supermarket size for product lines; and nearly 100 other specially prepared reports.

Sponsors are using these findings in a myriad of ways to improve their position in the marketplace. For example, data can be used for:

- sales presentations
- tracing patterns related to demographics
- market planning/strategies
- generating greater merchandising opportunities
- strengthening retail relationships
- departmentalization
- store layout/design
- sales training programs
- enhancing shelf position
- guidelines for tailoring in-store promotions and advertising

If you are interested in benefiting from this landmark Study, write POPAI 60 East 42nd Street, New York City, New York 10017 for complete details on sponsorship requirements.

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Special Report

POPAI/DuPont Consumer Buying Habits Study Canned Entrees and Appetizers

Incidence of purchase: advertising and displays					
Product	Brand Average Purchase	No adv. and no display	No adv. and display	Adv. and no display	Adv. and display
Canned soups and mixes	1.33	1.20	2.00	3.00	3.79
Canned meat, poultry and fish products	0.94	0.73	3.79	2.21	5.56

Canned entrees & appetizers: keeping flux in check

☐ The canned and dry soup category has been in turmoil during recent years, first because of product wars between major dry soup manufacturers, and more recently because of skirmishes among the producers of instant lunches. Although the Consumer Buying Habits Study does not reflect the instant lunch war itself, it does outline the activity of dry soups.

The purchase rate of dry soups is 3.73 purchases per 100 shoppers, or approximately 14% of the purchase rate of the entire department. The most productive canned soup is chicken, with an incidence of purchase (IP) of 6.1. Private label accounts for 12.5% of the purchases in this category.

Canned soup cross-merchandises neatly with canned tuna. The figures show that people who buy canned soup are 2.4 times more likely to buy canned tuna. This is an obvious combination. But people who buy canned soup are 1.4 times more likely to buy stationery and school supplies, a not-so-likely association.

Nearly seven out of 10 canned soup purchases are made on the basis of an in-store decision. The percentage rises with private label brands, probably because of more attractive prices.

Display and advertising are productive store aids, with the combination of ads and displays boosting the IP three times. Display doubles purchases and advertising increases the number of buys 2.75 times. The figures show that mushroom soup is especially sensitive to advertising and display, with purchases zooming nearly 19 times with both merchandising

Buying decisions

Product	% Total purchase	Specifically planned	Generally planned	+ Substitute brand	Substitute product	+ Unplanned	= Store decision
Canned soups & mixes	**100.0**	**31.8**	**13.3**	**1.7**	**0.6**	**52.6**	**68.2**
Canned soup	100.0	33.0	13.9	1.5	0.2	51.3	66.9
Canned chicken soup	100.0	30.8	13.9	0.8		54.4	69.0
Private label	100.0	22.2	13.9	2.8		61.1	77.8
Canned muchroom soup	100.0	46.7	13.3	1.9		38.1	53.3
Private label	100.0	35.3	23.5	11.8		29.4	64.7
Canned tomato soup	100.0	38.9	9.7	3.5		47.8	61.0
Private label	100.0	36.8	10.5	15.8		36.8	63.1
Canned vegetable soup	100.0	30.0	13.0	2.0	1.0	54.0	70.0
Private label	100.0	28.6	14.3	7.1		50.0	71.4
Miscellaneous canned soup	100.0	29.1	15.9	0.9	0.3	53.8	70.6
Private label	100.0	34.8	17.4	4.3		43.5	
Total private label	100.0	30.3	15.6	7.3		46.8	69.7
Soup mixes	100.0	27.6	8.3	3.4	2.8	57.9	72.4
Dips	100.0	5.9	23.5			70.6	94.1

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Incidence of purchase: advertising and displays

Product	Brand Average Purchase	No adv. & no display	No adv. & display	Adv. & no display	Adv. & display
Canned soups & mixes	**1.33**	**1.20**	**2.00**	**3.00**	**3.79**
Canned soup	1.41	1.30	2.61	3.68	3.39
Canned chicken soup	2.03	2.11	1.00	0.87	3.88
Private label	0.93	0.83		7.02	2.63
Canned mushroom soup	0.90	0.84		7.25	15.79
Private label	0.44	0.44			
Canned tomato soup	0.97	0.93	0.77	2.26	3.45
Private label	0.49	0.47	0.72		2.56
Canned vegetable soup	0.86	0.85	2.03		
Private label	0.36	0.36			
Miscellaneous canned soup	2.06	1.72	5.88	6.78	1.89
Private label	0.59	0.57	1.33	1.03	
Total private label	0.56	0.53	0.76	2.01	1.49
Soup mixes	1.24	0.80	2.06	2.23	4.26
Dips	0.44	0.47	0.22		

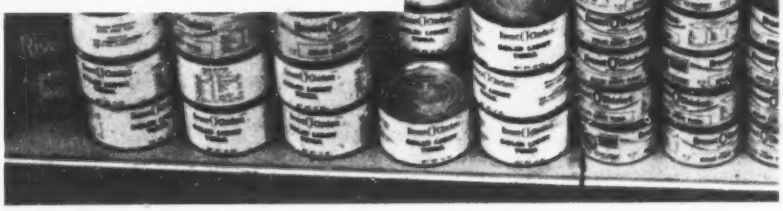
Incidence of purchase: all shoppers

Product	All shoppers
Canned soups & mixes	**26.69**
Canned soup	22.52
Canned chicken soup	6.10
Private label	0.93
Canned mushroom soup	2.70
Private label	0.44
Canned tomato soup	2.91
Private label	0.49
Canned vegetable soup	2.57
Private label	0.36
Miscellaneous canned soup	8.24
Private label	0.59
Total private label	2.81
Soup mixes	3.73
Dips	0.44

modes, and nine times with display alone.

The figures also show that those who redeem coupons will purchase at a rate 75% greater than those who do not. Those using shopping lists will buy a canned soup at a 41% brisker pace than those who do not, and those who check news ads will bring home the soup 31% more frequently than the non-newspaper readers.

Canned meat, fish and poultry. Tuna is the big draw in this category and, indeed, in the entire supermarket. But with the rash of price increases brought about by inconsistent catches, unpredict-



HOT TIPS

People who buy canned tuna are

- 2.8 times more likely to buy canned soup
- 2.1 times more likely to buy mayonnaise
- 1.7 times more likely to buy fresh vegetables
- 1.5 times more likely to buy potato chips
- 1.4 times more likely to buy bread

Buying decisions

Product	% Total purchase	Specifically planned	Generally planned	+ Substitute brand	Substitute product	+ Unplanned	= Store decision
Canned meat, poultry & fish products	**100.0**	**27.7**	**11.3**	**2.6**	**1.0**	**57.5**	**72.3**
Canned fish products	100.0	29.0	11.8	2.5	0.7	56.0	71.0
Canned tuna	100.0	36.1	9.5	2.2		52.2	63.9
Private label brands	100.0	28.0	10.0	2.0		60.0	72.0
Other canned fish	100.0	10.2	17.8	3.4	2.5	66.1	89.8
Canned meat products	100.0	24.9	10.5	2.8	1.7	60.2	75.1
Private label brands	100.0	38.5				61.5	61.5
Canned poultry products	100.0	16.7				83.3	83.3

Incidence of purchase: advertising and displays

Product	Brand Average Purchase	No adv. & no display	No adv. & display	Adv. & no display	Adv. & display
Canned meat, poultry & fish products	**0.94**	**0.73**	**3.79**	**2.21**	**5.56**
Canned fish products	1.24	0.96	5.20	4.16	7.51
Canned tuna	1.02	0.77	4.69	4.22	7.95
Private label brands	1.29	1.16		2.52	2.63
Other canned fish	3.04	2.66	5.96	3.95	5.95
Canned meat products	0.67	0.51	2.41	1.28	3.16
Private label brands	0.33	0.21		0.88	10.53
Canned poultry products	0.15	0.16			

able weather and environmentalist pressure to restrict porpoise kills, retailers and manufacturers are going to have to get more out of their promotion dollars.

For instance, the Consumer Buying Habits Study shows that canned tuna buyers are good targets for mayonnaise sales (2.1 times more likely) and canned soup sales (2.4 times more likely)—both obvious groupings. But canned tuna buyers are also 1.5 times more likely to buy potato chips and 1.7 times more likely to buy fresh vegetables and bread.

The canned tuna buyer makes a store decision 63.9% of the time, approximately the average for all supermarket items. But the canned meat buyer makes a store decision 75.1% of the time. Three out of five of those purchases are unplanned.

Canned tuna purchases jump 10 times when advertising and display are used together, five times when advertising is used alone and six times when display is employed by itself. Canned meat responds best to display; the IP quadruples when display is used, rises 2½ times when advertising is set up and increases six times when advertising and display are used together. ■

Incidence of purchase: all shoppers

Product	All shoppers
Canned meat, poultry & fish products	**15.98**
Canned fish products	11.17
Canned tuna	8.13
Private label brands	1.19
Other canned fish	3.04
Canned meat products	4.66
Private label brands	0.33
Canned poultry products	0.15

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Special Report

POPAI/DuPont Consumer Buying Habits Study

Pet Foods & Accessories

Reprinted from *Pet•Age Magazine*

STUDY DETAILS SUPERMARKET BUYING HABITS OF PET OWNERS

MORE THAN HALF of supermarket shoppers' purchases of pet foods or supplies are decided upon in the store, according to a study conducted by the Point-of-Purchase Advertising Institute (POPAI) and E. I. DuPont. The purpose of the extensive study was to determine the percentage of purchases planned before entering the supermarket and the percentage of decisions made within the store.

The results indicate that what happens inside the supermarket governs much of the shopper's purchasing patterns. On the average, 55.7% of the pet food/supplies purchases were in-store decisions.

The study analyzed 74 major food and non-food categories, evaluating 53,000 purchases made by 4,000 shoppers at 200 supermarkets across the country. Shoppers were asked about their intended purchases before entering the store, and their predictions were then compared to actual purchases.

The study is based on the landmark DuPont buying habits studies which were begun in 1935 and developed in five-year intervals for the next 30 years.

BUYING DECISIONS

Purchases were divided into four categories to define the type of buying

TYPE OF BUYING DECISIONS

PRODUCT	% Specifically Planned	% Generally Planned	+ % Substitute	+ % Unplanned	= % Total Store Decision
Pet food & supplies	44.3	13.8	3.9	38.0	55.7
Dog food (total)	44.2	14.0	4.5	37.3	55.8
Canned dog food	42.9	14.9	3.1	39.1	57.1
Dry dog food	48.6	13.0	5.9	32.4	51.3
Packet dog food	49.0	12.2	6.1	32.7	51.0
Dog treats	33.8	14.7	4.4	47.1	66.2
Cat food (total)	46.8	11.7	3.9	37.8	53.4
Canned cat food	46.7	13.1	2.3	37.9	53.3
Dry cat food	47.1	9.2	5.8	37.8	52.8
Dog supplies	21.4	14.3	0	64.3	78.6
Cat supplies	34.4	21.9	3.1	40.6	65.6
Other pet food & supplies	37.9	24.1	0	37.9	62.0

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decision made:

Specifically planned refers to purchases for which a shopper had a certain brand or item in mind before entering the store and actually bought the brand or item.

Generally planned includes purchases for which a consumer planned to buy a particular product or category, but not a specific brand.

Substitute denotes that a consumer did not buy an item that she had specifically planned to purchase; the shopper could have changed products or brands.

Unplanned refers to impulse purchases which were not planned before entering the store.

The *store decision* category is determined by adding together generally planned, substitute and unplanned purchases. The store decision category has decreased somewhat since 1965, when 66% of total buying decisions for pet food/supplies were made in the supermarket, compared to the 55.7% figure obtained from the 1977 study. The obvious conclusion is that more consumers are making hard and fast buying decisions before entering the store—and sticking to them.

The study determined that pet food purchasing parallels the situation for staple foods; pets, like people, must eat. In all categories relating specifically to foods (excluding treats), more than half of the buying decisions were generally or specifically planned.

INCIDENCE

One factor that was measured by the study was "incidence of purchase," a term coined by DuPont. This term refers to the number of items purchased per 100 shoppers in the supermarket. The incidence of purchase for pet food and supplies overall was 0.86; that is, there was almost one purchase per 100 shoppers.

Interestingly, the study found that the incidence of purchase varies according to the presence or absence of display and advertising. With no advertising or display, the incidence of purchase for pet food/supplies was 0.79. With display and no advertising, the figure rose to 1.26—better than one purchase per 100 shoppers. With advertising and no display, the incidence of purchase was 1.39. And, with both advertising and display present, the figure rose to 2.12—more than two purchases per 100 shoppers. The message in this case and thorughout the study: *advertising and display working together create the ideal situation, although either is effective when working alone.*

In canned dog food, the study results were somewhat different from the norm, finding that this food reacts better to display than either advertising or a combination of both. The average purchase in this category was 0.75. With no advertising and no display, the incidence of purchase was 0.69; with display only, 1.92; with advertising only, 1.48; with both, 1.61.

For dry dog food, the figures were: average purchase, 0.79; no advertising and no display, 0.69; display only, 1.76; advertising only, 1.53; both advertising and display, 1.89. The combination of merchandising tools proved most successful.

In the cat food segment, the average purchase was 1.22. With no advertising and no display, the incidence of purchase was 1.14; with display only, 2.77; with advertising only, 1.51; with both display and advertising, 5.00. By an impressive margin, advertising and display together were most successful.

The study as a whole showed that consumers do check newspaper ads, and this was true with pet food buyers except for those purchasing cat food. In the latter case, more consumers bought cat food without checking ads, as they did in buying cat and dog supplies. In other pet food and supplies categories, however, buyers did follow the study trend by checking ads.

IDEAL SHOPPERS

Women shopping alone or in a group were found to be the heaviest purchasers of cat and dog foods. Men shopping alone, according to the survey, are less likely to buy these foods by quite a margin. The heaviest purchaser of dog supplies is a man with one or more children.

The pet food buyer characteristically shops twice a week or less and is more likely to shop once a week or less. The average household for the pet food buyer includes three, four or five people. Pet food purchases begin to taper off in households of six or seven, and there is a sharp decline in purchases of about 50% in households with eight or more individuals.

The ideal buying group is between the ages of 20 to 49, with the prime target group between the ages of 20 to 29.

Women employed outside of the home are more likely to buy pet foods or supplies than unemployed women —especially with respect to cat food, where about 40% more employed women buy it than unemployed women. Employed women are also very heavy buyers of cat supplies compared to unemployed women.

As family income increases, so does the incidence of purchase, the study discovered. The prime buying group has an income of $25,000 and higher. In cat supplies it was learned that the heaviest purchasers are those with incomes between $10,000 and $14,999. In the "other pet food and supplies" category, the greatest purchasers are those in the $15,000 to $24,999 income range.

The study determined that buyers generally have an interest in using coupons for pet food and supplies, and a high redemption factor was noted. Coupon redemption for dog food was found to be extremely high, with almost a 50% increase over cat food.

The above information was given to PET AGE exclusively, but POPAI and DuPont have prepared special summary reports on overall supermarket buying habits. The "Master Summary" shows which of the 74 major product categories are most affected by in-store decisions. This eight-page report describes today's consumers and how they shop. The "Non-Foods Summary" describes the effect of in-store display on sales and is also eight pages. The price for each report is $2 per copy, with each additional copy over 25 costing $1.25 each. For further information, contact the Point-of-Purchase Advertising Institute, 60 E., 42nd St., New York, NY 10017. □

Incidence of purchase: advertising and displays

Product	Brand Average Purchase	No adv. & no display	No adv. & display	Adv. & no display	Adv. & display
Pet foods and supplies	**0.86**	**0.79**	**1.26**	**1.39**	**2.12**
Dog food	0.70	0.70	1.89	1.28	1.27
Canned dog food	0.75	0.69	1.92	1.48	1.61
Private label brands	0.39	0.35	1.80		
Dry dog food	0.79	0.69	1.76	1.53	1.89
Private label brands	0.26	0.26			
Packet dog food	0.42	0.45		0.11	
Dog treats	1.75	1.66	2.61	2.45	
Cat food	1.22	1.14	2.77	1.51	5.00
Canned cat food	1.38	1.25	2.98	1.67	5.00
Dry cat food	1.02	1.00	2.26	1.05	
Dog supplies	0.36	0.31	0.61		
Cat supplies	0.82	0.67	1.22	2.74	2.63
Other pet foods & supplies	0.75	0.86	0.63	1.05	

IT'S NOT TOO LATE TO PUT THE RESULTS OF THE POPAI/DUPONT CONSUMER BUYING HABITS STUDY TO WORK FOR YOU...

If you are interested in benefiting from this landmark Study, write POPAI 60 East 42nd Street, New York City, New York 10017 for complete details on sponsorship requirements.